



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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Guatemala

Promotion Opportunities Report

2000

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Report Highlights:

Throughout the year 2000 there are various events that offer promotional opportunities for U.S. companies in Guatemala, El Salvador and Honduras. The following is a schedule of both trade shows and catalog shows in all three countries.

Includes PSD changes: No
Includes Trade Matrix: No
Quarterly Report
Guatemala [GT1], GT

"The promotional activities listed are provided for information purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibilities of the activity organizer. Please contact the organizer directly for further information."

Guatemala

I. Trade Shows

<i>Event</i>	Comferia 2000
<i>Dates</i>	July 9-18, 2000
<i>Venue</i>	Parque de la Industria, Guatemala City, Guatemala
<i>Organizer</i>	Camara de Comercio de Guatemala
<i>Address</i>	10a. Calle 3-80 Zona 1, Guatemala City, Guatemala
<i>Phone</i>	(502) 362-5179 to 81
<i>Fax</i>	(502) 334-2256
<i>E-Mail</i>	info@guatemala-chamber.org
<i>Summary</i>	More than 130 companies both national and international participate in this annual show. It is the second largest show in Guatemala. The other is show is held only every two years, this is an off year. It encompasses all types of commerce, including banking, tourism, agriculture, education, transportation, communications and much more.

<i>Event</i>	Expo-Alimenta 2000
<i>Dates</i>	August 24-26, 2000
<i>Venue</i>	Westin Camino Real, Guatemala City, Guatemala
<i>Organizer</i>	CONGRESA
<i>Address</i>	3ra. Avenida 13-49, Zona 9, Guatemala City, Guatemala
<i>Phone</i>	(502) 362-5179 to 81
<i>Fax</i>	(502) 334-2256
<i>E-Mail</i>	cciexpro@agg.org.gt
<i>Summary</i>	This show is designed to promote the food industry. Last year it consisted of 96 booths and 48 companies. There was a total of about 2,500 visitors. Most of the visitors where from the HRI sector. This is the 3 rd year for this show and attendance has been growing. USDA/FAS participates in this show with a booth and appointment for U.S. participants.

II. Post Information

Office of Agricultural Affairs
Avenida Reforma 7-01, Zona 10
Guatemala City, Guatemala
Phone: (502) 332-4030
Fax: (502) 331-8293
AgGuatemala@fas.usda.gov

Honduras

I. Trade Show

Event EXPO USA 2000
Dates Oct./Nov. 2000
Venue Expocentro, San Pedro Sula, Honduras
Organizer Honduran American Chamber of Commerce (AMCHAM)
Address P.O. Box 1838, Tegucigalpa, M.D.C.
Phone (504) 232-7043/ 232-6035
Fax (504) 232-2031
E-Mail hamcham1@netsys.hn
Summary This event is Honduras' largest international exhibition. More than 50 U.S. companies, already present or new to market, participate in the show. It attracts between 8,000 and 12,000 visitors annually and is an excellent opportunity for U.S. companies in any industry to make business contacts and promote their products/ services. The U.S. Foreign Commercial Service usually participates in this event.

II. Catalog Show

Event U.S. Supermarket & Food Service Equipment Catalog Show & Food Sample Showcase
Dates June 21-23, 2000
Venue Hotel Camino Real Intercontinental (Tegucigalpa and San Pedro Sula)
Organizer Honduran American Chamber of Commerce (AMCHAM)
Address P.O. Box 1838, Tegucigalpa, M.D.C.
Phone (504) 232-7043/ 232-6035
Fax (504) 232-2031
E-Mail hamcham1@netsys.hn
Summary This event will promote supermarket and food service equipment of 100 U.S. suppliers through a catalog show. At the same time, the event will also promote food and beverage products of 50 U.S. companies through a sample show. The event will take place in the capital city of Tegucigalpa and in Honduras' business center, San Pedro Sula. Over 300 targeted buyers are expected to attend in each city. The event will also be promoted in neighboring countries to increase exposure for U.S. firms. USDA/FAS is coordinating with the AMCHAM in the organization of this show.

III. Post Information

Office of Agricultural Affairs
Avenida La Paz
Tegucigalpa, Honduras
Phone: (504) 238-5114, Ext.2541
Fax: (504) 236-8342
usdafas@hondudata.com

El Salvador

I. Trade Show

<i>Event</i>	Aliexpo
<i>Dates</i>	Sept. 28-30, 2000
<i>Venue</i>	Radisson Plaza Hotel San Salvador, El Salvador
<i>Organizer</i>	Salvadoran Distributor's Association (ADES)
<i>Address</i>	Plaza Suiza - 3a. Planta, Local LC-5, San Salvador
<i>Phone</i>	(503) 223-6574/ 245-3359
<i>Fax</i>	(503) 223-6574
<i>E-Mail</i>	ades1@quick.elsv.com
<i>Summary</i>	Audience is mainly composed of supermarket and wholesale sectors, which are actively searching for new to market products. This event has been highly successful and display area has grown tremendously. The USDA/FAS office in San Salvador usually organizes an "American Night" promotional activity to enhance U.S. products offered in this show.

II. Post Information

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